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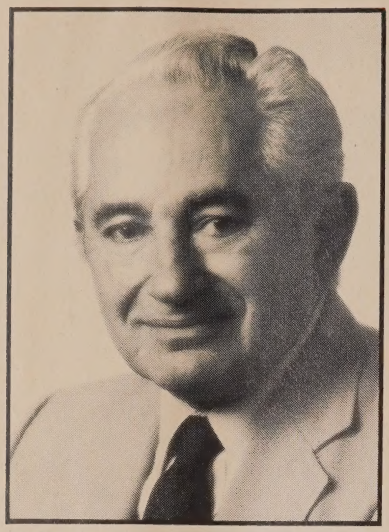


Rick Schneringer
President, STTI

As President of STTI and National Satellite Shows of America, I take this opportunity to welcome you to the SBCA/STTI Nashville Show '88. This is our sixth consecutive year back to the beautiful facilities of the Opryland Hotel in Nashville, Tennessee, it's being the site of one of our most successful trade shows of the year.

We are very proud of the fact that National Satellite Shows of America brings you the largest Satellite TVRO seminar/trade shows in the world, representing all major exhibitors and attracting attendees from every continent of the globe.

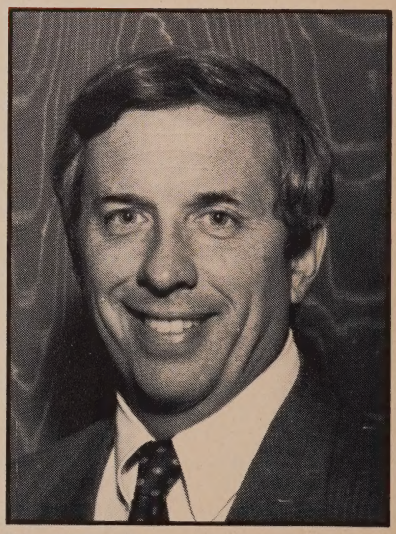
This convention, with its approximately 450 exhibit booths, 200 operating satellite antennas and extensive seminar training, offers something for every one of you.

Our trade shows are an exciting experience. We sincerely hope that you will find time in your business schedule to join us at Nashville '88 — We're sure that you will profit from it and certain that you will enjoy it!

SBCA WELCOME!

On behalf of the Satellite Broadcasting and Communications Association, I cordially invite you to attend the National Satellite Shows of America SBCA/STTI 1988 Nashville Show. The SBCA/STTI 1988 Nashville Show will feature hundreds of exhibitors and many exciting and informative seminars and events. I encourage you to take advantage of this year's Nashville Show, and to join us as we gear up for some of the hottest selling months of the year.

This year's Nashville Show promises to be particularly exciting as we finalize our plans for a nation-wide promotional campaign this October. "National Satellite Month — A Universe of Entertainment" will feature free and discounted programming, special equipment offers, purchase premiums, and all the materials that you will need to help us help you spread the good word about the wonders of satellite television. Plan to stop by the SBCA booth to find out how you can participate in this important industry event.



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_____**$25 ENCLOSED PER PERSON AS A SPECIAL PRE-REGISTRATION FEE FOR DEALER SBCA MEMBERS ONLY** on **all three days of the SBCA/STTI NASHVILLE SHOW '88! (Registration at the door is $30).**

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EARTH TERMINAL TV, LTD.,Bow, NH
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BE SURE TO READ AND SAVE THE ARTICLE ON PAGE 8-9, A TECHNICAL ARTICLE BY THE FAMED SATELLITE WRITER, BOB LULY.

A FEW HIGHLIGHTS OF THE DAYS AT NASHVILLE '88!

SATURDAY, SEPTEMBER 3, 1988
10:00 AM - 4:00 PM ..... Registration Desk Open
10:00 AM - 5:00 PM ..... V-SAT Seminar
Noon - ..... Outdoor Antenna Set-Ups

SUNDAY, SEPTEMBER 4, 1988
10:00 AM - 4:00 PM ..... Registration Desk Open
8:00 AM - ..... Outdoor Antenna Set-Ups
1:00 PM - 1:30 PM..... OCTOBERFEST Preview
2:00 PM - 2:45 PM..... Seminar: Single Channel Per Carrier
3:00 PM - 3:45 PM..... Seminar: Will C-Band Services Co-Exist With K-Band DBS Services?
4:00 PM - 4:45 PM..... Meet the SBCA Staff
PM - ..... Dealer Bash

MONDAY, SEPTEMBER 5, 1988
7:00 AM - 6:00 PM..... Registration Desk Open
9:00 AM - ..... Opening Ceremonies
10:00 AM - 6:00 PM ..... Exhibit Hall Open
10:00 AM - 6:00 PM ..... Outdoor Antenna Displays
11:00 AM - 12:00 N..... Seminar: Governmental Affairs
1:00 PM - 2:30 PM..... Panel: Distributors Corner
3:00 PM - 3:30 PM..... OCTOBERFEST Preview

TUESDAY, SEPTEMBER 6, 1988
7:00 AM - 5:00 PM..... Registration Desk Open
9:00 AM - 5:00 PM..... Exhibit Hall Open
9:00 AM - 5:00 PM..... Outdoor Antenna Displays
9:00 AM - 9:45 AM..... Seminar: Grounding the Satellite System
10:00 AM - 10:45 AM ..... Seminar: Telemarketing and TVRO
11:00 AM - 12:00 N..... Seminar: Technology in Transition
1:00 PM - 1:55 PM..... Seminar: High Definition Television
2:00 PM - 2:45 PM..... Seminar: Flat Plate Antennas

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6:30 PM..... Cocktails
7:30 PM..... Banquet
9:30 PM..... Show Starring Janie Fricke, Produced by Home Box Office

WEDNESDAY, SEPTEMBER 7, 1988
8:00 AM - 4:00 PM..... Registration Desk Open
9:00 AM - 4:00 PM..... Exhibit Hall Open
9:00 AM - 4:00 PM..... Outdoor Antenna Displays

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SUNDAY, SEPTEMBER 4, 1988
1:00 PM - 5:00 PM..... Terrestrial Interference

MONDAY, SEPTEMBER 5, 1988
1:00 PM - 5:00 PM..... Receiver Design & Technology

TUESDAY, SEPTEMBER 6, 1988
8:30 AM - 12:30 PM..... Satellite Antenna Installations

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VERY SMALL APERTURE TERMINALS

Bob Luly
Noted Satellite Technician And Writer

V-SAT: Many TVRO dealers are finding a way to keep the doors open by installing (not selling) small Ku band satellite systems at businesses. These systems receive data and/or pictures for commercial as opposed to entertainment purposes. **What is the difference between V-SAT and TVRO?** There are more similarities than differences; they both use the satellite signals received by a properly aligned dish through an LNB and receiver to obtain the transmitted information. The main difference between V-SAT and TVRO is the use of the information, which is mostly used for business. This affects the type of equipment used such as mounts, which are often locked on only one satellite, and receivers that may need to receive only one channel and might connect to a computer instead of a TV set. The marketing is also different because it involves selling hundreds or thousands of the same type of custom systems to some customer like General Motors or Ford instead of one system at a time. **Is V-SAT for you and how do you get in on this market? The best way to get the information you need to make this decision is to attend an SBCA/STTI Trade Show (where all of the companies marketing this type of equipment will be) to answer your questions.**

For you to get the most out of your trip to the show, I would like to go over a couple of antenna designs. There will be contractors at the show looking for qualified installers and some of you may find it helpful to know how these designs work.

1. **OFF SET FEED.** V-SAT systems of interest to us operate in the Ku band. Antennas of a given size will have more gain at a higher frequency such as Ku band than at a lower frequency like C band (about 3 times more). It is true that the Ku satellites are more powerful than C band satellites and that power is concentrated onto smaller areas of the country (spot beams) thereby assuring really hot footprints. These hotter footprints and higher antenna gain enables us to get by with smaller antenna sizes than ever before. I am not going to try to cover prime focus antennas here as it has been covered elsewhere. Instead, I would like to talk about offset feed type antennas.

The first thing that strikes me as difficult about offset antennas is, how do you aim the thing? There are a bunch of strange angles and none of them seem to aim at the satellite. There is a way you can get it pointed in the right direction, but you have to understand the design first.

A common method of making a 6-foot offset antenna would involve designing a 12-foot prime focus antenna first, then throwing away the bottom half of it. What you have left is a 6-foot surface with the focus still at the same point. Now you have to change the feed illumination because there is only half of a dish to look at. What you wind up with is a higher efficiency design that does not accumulate snow, water and ice on its reflecting surface. It is higher efficiency because the feed no longer blocks the incoming signal and because it is angled farther up, it picks up less ground noise for an overall better signal to noise ratio and therefore higher efficiency. Snow, ice and water does not pile up on the bottom of the dish because it isn't there. That is important because unlike C band, Ku band is very sensitive to water in terms of signal loss and noise.

Now what does all this have to do with aiming? Because of cross-polarity signal losses and other problems, the **bottom** of most offset designs is the **center** of a larger prime focus antenna. If you lay a straight edge from the bottom of the offset antenna to its focus, you now have the antenna's approximate elevation angle. If you set this angle to the elevation angle of the satellite you are looking for (see AZ/EL charts for prime focus) then rotate the antenna in azimuth, you should run into your desired satellite. If you have a spectrum analyzer it will make this part much easier. Offset feed antennas are very sensitive to misalignment, so peak it carefully and recheck it after you tighten it down.

VERY SMALL APERTURE TERMINALS CONTINUED

2. **FLAT PLANE PHASED ARRAYS.** Although these are not available as yet a lot of money is being spent on development of this technology. Basically here is how they work:

If put on a stethoscope (the kind doctors use to listen to your heart), you will hear sound. If you put a big horn on the end of the stethoscope, you will hear a louder sound (gain). If you add a second horn, with a "Y", you will hear an even louder sound (more gain).Now imagine these horns are10 feet apart.As long as both horns are pointed towards the sound source, and are the same distance from it, everything is OK. But if these two horns are not the same distance away from the sound, the sound will no longer add and become louder because the sound arrives at the two horns at different times and they will not be "in phase". In fact there are even points at which the sound could cancel completely. Your stethoscope has more gain and it has become directional. The more horns you add, the more gain you get and the more directional the system becomes.

A phased array works on the same principle. Many small dipole antennas are printed on a flat plate and when they are all aimed directly at the signal source (the satellite), they add and you have gain (also directivity). Phasing is critical and pulling off this trick at Ku is difficult but it has been done in the labs by some very smart people, but seeing these in production may be a ways off yet. **One thing is for sure: when it is ready, you will see it first at an SBCA/STTI Show.**

PLEASE NOTE: SPECIAL V-SAT SEMINAR, SATURDAY, SEPTEMBER 3. HERE ARE THE DETAILS:

September 3, Saturday, at the Nashville Show there will be an all-day seminar and a hands-on demonstration of V-SAT systems sponsored by SBCA/STTI. The price for members is $50.00 and for non-members $195.00. For registration call or write SBCA at 300 N. Washington, Suite 208, Alexandria, VA 22314 (703-549-6990).

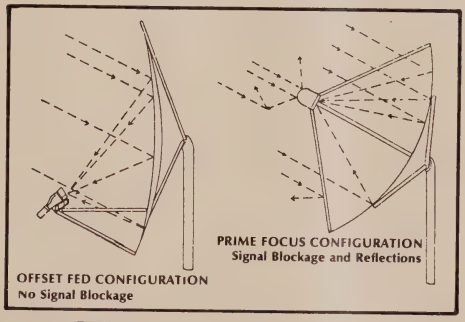

Figure2-2a. Offset Fed Antenna Geometry. *This reflector configuration can have improved efficiency because it avoids "shows" which are cast by feed structures in prime focus parabolic designs. Antenna noise temperatures are usually lower than those for parabolic reflectors of the same size because the feed is aimed more towards the warm earth as compared to typical prime focus systems. This tilted design also avoids snow loading problems in far northern and southern latitudes.*

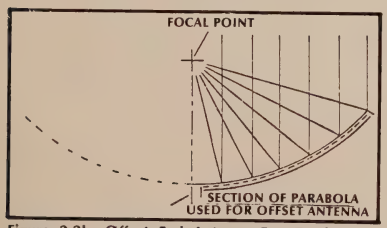

Figure 2-2b. Offset Fed Antenna Ray Tracing. *This illustration shows how an offset antenna is cut from a section of a larger prime focus antenna. The offset feed is still located at the focus and all incoming microwaves are reflected as expected to this point.*

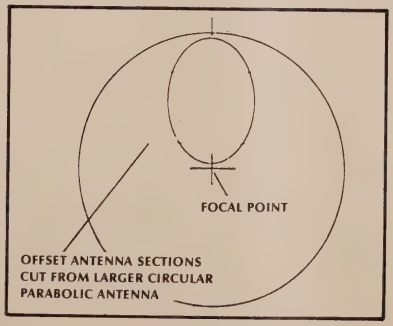

Figure 2-2c. Offset Fed Antenna Front View. *This diagram also shows the various shapes that can be cut from the "parent" prime focus antenna. It is clear that an offset fed reflector can easily assume an elliptical or retangular shape. The critical difference lies in the design of the feed system.*

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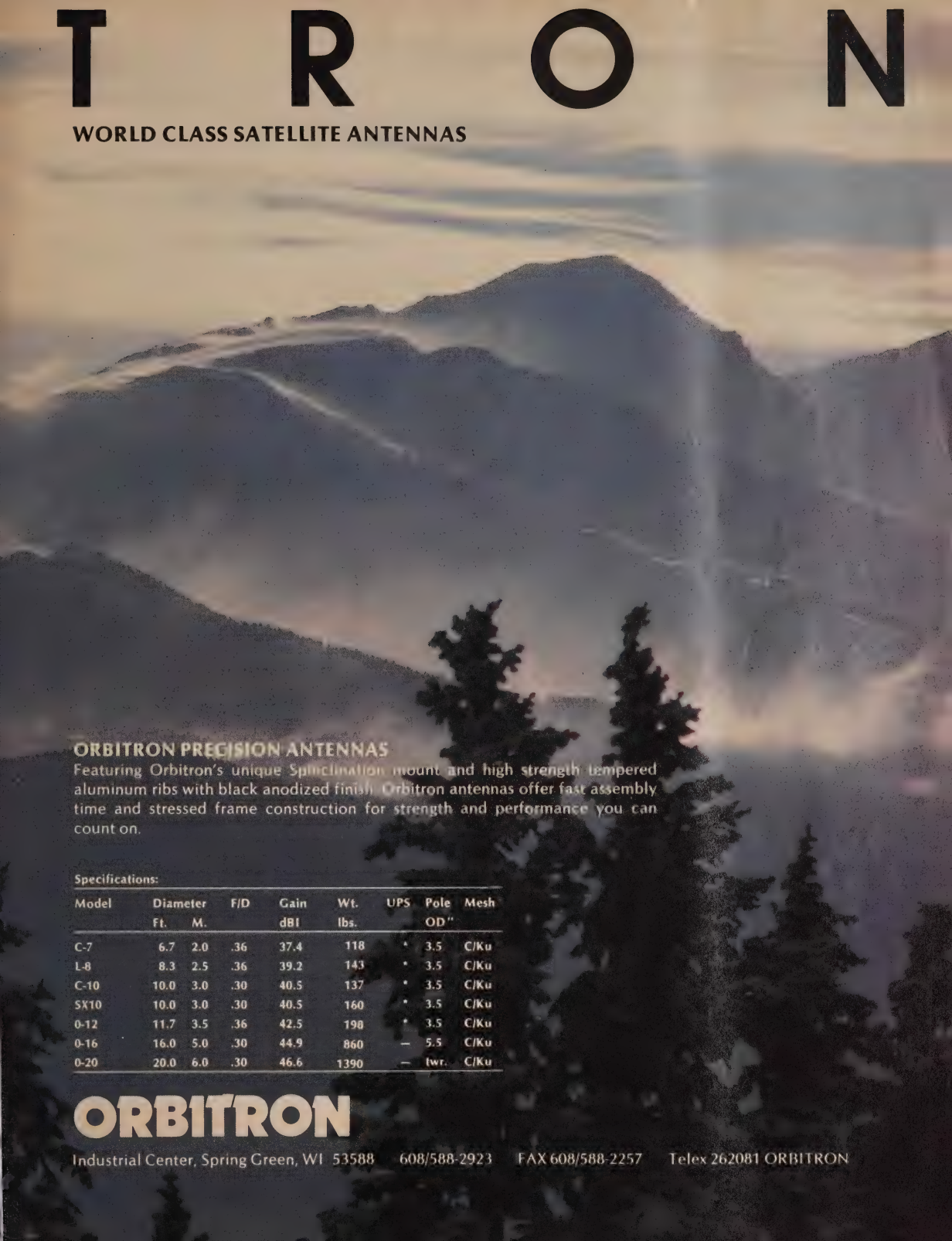

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L-8	8.3	2.5	.36	39.2	143	*	3.5	C/Ku
C-10	10.0	3.0	.30	40.5	137	*	3.5	C/Ku
SX10	10.0	3.0	.30	40.5	160	*	3.5	C/Ku
0-12	11.7	3.5	.36	42.5	198	*	3.5	C/Ku
0-16	16.0	5.0	.30	44.9	860	—	5.5	C/Ku
0-20	20.0	6.0	.30	46.6	1390	—	twr.	C/Ku

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Industrial Center, Spring Green, WI 53588 608/588-2923 FAX 608/588-2257 Telex 262081 ORBITRON

VITAL STATISTICS FOR SBCA/STTI NASHVILLE SHOW '88!

SBCA, Satellite TVRO industry's trade organization, and National Satellite Shows of America, leading producer of the industry's largest trade shows, welcome you to the SBCA/STTI NASHVILLE SHOW '88! to be held at The Opryland Hotel in Nashville, Tennessee, September 5-6-7, 1988. This is the sixth year back in this location after the overwhelming success stories of '83, '84, '85, '86 and '87, and is again **forecast to be one of the largest Satellite TVRO Seminar/Trade Shows ever held!** Make your plans **now** to be there!

TRADE SHOW

Thousands of attendees from all over the world attend the SBCA/STTI Nashville Show to view the latest technology in **Satellite TVRO equipment** and to attend the **Seminars** and **Dealer Certification Classes** to advance their knowledge and training in what's going on in the field **today**.

SEMINAR TRAINING

A highlight of all our shows is the seminar training program, designed both for the novice and the professional. **Topics covered vary from basics, sales, telemarketing, legalities, programming, technical aspects, including vital discussions on C and KU-Band satellite reception, high definition TV, flat plate antennas, single channel per carrier, etc.**

DEALER CERTIFICATION CLASSES

SBCA is again offering intensified classes in its Dealer Certification Program. Courses offered: **Terrestrial Interference, Receiver Design and Technology, and Satellite Antenna Installations.** Call SBCA for further details and information at **703-549-6990.**

V-SAT SEMINAR

This is an extra-cost 7-hour comprehensive seminar training program on V-Sat operation being conducted on Pre-Show Saturday, September 3, 1988. For details, call SBCA at **703-549-6990.**

SHOW BANQUET

The Show Banquet scheduled for **Tuesday, September 6**, is always a fun, gala evening. **Home Box Office** is presenting for our entertainment pleasure the talented **Janie Fricke**. This is a great evening you won't want to miss! For more information on reservations, please call SBCA at **703-549-6990.**

THE OPRYLAND HOTEL, 2800 Opryland Drive, Nashville, Tennessee

Already a beautifully self-contained property, The Opryland Hotel has within this past year expanded its accommodations capacity from 1080 to 1900 rooms and suites. Additionally, they've expanded their magnificent conservatory area to include an island restaurant surrounded by running streams and waterfalls and an unbelievable show of dancing cascade waters with their magic accentuated by a spectacular array of laser beams. **Its reputation is known around the world and is recognized as one of SBCA/STTI's most popular Show locations among Satellite TVRO convention attendees.**

For those attending **SBCA/STTI NASHVILLE SHOW '88!**, The Opryland Hotel is again offering its special rate of $80 single or double occupancy. **You must tell Hotel Reservations that you are with "The Satellite Television Show"** in order to receive accommodations and at the above rate. This popular hotel is filling rapidly, so **be sure to call for your reservations immediately at 615-889-1000.** Should The Opryland already be filled, please see the listing of additional hotels welcoming our Show on page 14.

SPECIAL DISCOUNT AIR FARE

SBCA/STTI Nashville Show 88! is proud to have **American Airlines** as its official air service. To obtain special discounted air fares of 40-50% off regular coach fares or 5% off already discounted fares, **call the National Satellite Shows of America Travel Desk for ticketing arrangements at 1-800-456-2578** and tell us your **Star Number is S75099.** Should American not service your area, discounted rates are also being offered on other major airlines.

SPECIAL CAR RENTAL DISCOUNTS

Avis Car Rental is supplying **SBCA/STTI NASHVILLE SHOW '88! attendees their lowest discount rates. For details, call 1-800-331-1600 and tell Avis that you are with the "SBCA/STTI Satellite Show" and that your rate code is #A-W020914.**

NASHVILLE METROPOLITAN AIRPORT

Located only ten minutes from The Opryland Hotel, the airport is served by all major airlines. Cab transportation is readily available at $15, or a call to The Opryland Hotel upon arrival will provide guest shuttle service at $5 per person or $9 round trip.

DON'T MISS THE BANQUET WITH JANIE FRICKE TUESDAY EVENING!

703-549-6990

VITAL STATISTICS CONTINUED

LEISURE TIME!

The Grand Ole Opry, featuring the world's brightest stars in country music, is booked months ahead, so call the Grand Ole Opry Ticket Office at **615-889-6600** right away.

Opryland U.S.A. Showpark is the only musical theme entertainment park in America. Along with numerous shows, there are rides, games, shops and a variety of restaurants to please everyone's appetite. Tickets can be purchased in The Opryland Hotel Lobby.

The General Jackson, the river boat that steams down the Cumberland River, provides cocktails, dinner and a delightful show — an evening you'll never forget! Make your reservations **now** by calling **615-889-6611**.

The Opryland Conservatory is perhaps one of the most spectacular walks you'll ever take within a hotel! It's a breathtaking stroll with every greenery you can imagine, sparkling waterfalls, a laser water cascade show, the inimitable artistry of Lloyd Lindroth on the harp — truly a modern-day Eden! Bring your cameras!

Restaurants and Lounges — A variety of tastes in dining and entertainment can be found at The Opryland Hotel. There's The Old Hickory, Rhett's, Rachel's Kitchen, Bucksnort's Bar-B-Que & Beanery, and The Veranda. In the morning, you can come awake with a continental breakfast and watch host Ralph Emery and his zany Waking Crew! For relaxing moments, there's the Pickin' Parlor, The Staircase Lounge, and Jack Daniel's Saloon!

Swim in the award-winning, heated pool, **Play Tennis** on one of the six lighted courts.

Shopping — Browse among Opryland's quaint boutiques which line the skylighted walks. And other shopping is close at hand.

This is the most fun you'll have all year! Remember the dates — September 5-6-7, 1988 — and be there!

SBCA/STTI NASHVILLE SHOW '88! REGISTRATION

Attendance fee for all three days is only **$40** or **$15** a day. A spouse may attend for only **$5** for the entire show. Children under 18 admitted **free**. **Special prices for pre-registration and SBCA Dealer Members!**

For further information, call National Satellite Shows at 1-800-654-9276 (inside Nevada or outside U.S.A., call 702-367-1471). **Or write NSSA**, 4970 S. Arville, Suite 108, Las Vegas, NV 89118.

SEE YOU IN NASHVILLE!

Bob Taggart Presents an Award To Taylor Howard at Las Vegas '88 Banquet.

Glen Campbell — Celebrated Star At Las Vegas '88 Banquet.

DON'T MISS THE DEALER BASH ON SUNDAY EVENING!
ENTERTAINMENT, REFRESHMENTS AND PRIZES!

HOTELS WELCOMING SBCA/STTI NASHVILLE SHOW '88!

(Make Certain To Advise Reservation Operator You're With "The Satellite Show")

OPRYLAND HOTEL (Host Hotel)
2800 Opryland Drive 615-889-1000
SPECIAL RATES: $80 S/D

RAMADA
1401 Music Valley Drive 615-889-0800
SPECIAL RATES: $70 Single/Double

SHERATON MUSIC CITY
777 McGavock Pike 615-885-2200
SPECIAL RATES: $75 Single/Double

MARRIOTT
1 Marriott Drive 615-889-9300
SPECIAL RATES: $75 Single/Double

HOLIDAY INN
2200 Elm Hill Pike 615-883-9770
SPECIAL RATES: $69 (1-4)

MUSIC CITY RODEWAY INN
797 Briley Parkway 615-361-5900
SPECIAL RATES: $48 Single / $54 Double

BEST WESTERN
2600 Music Valley Drive 615-889-8235
SPECIAL RATES: $32 Single / $44 Double

FIDDLERS INN NORTH
2410 Music Valley Drive 615-885-1440
SPECIAL RATES: $34 Single / $41 Double

COMFORT INN
2516 Music Valley 615-889-0086
SPECIAL RATES: $35 Single/Double

ECONO LODGE
2460 Music Valley 615-889-0090
SPECIAL RATES: $32 Single/Double

FIDDLERS INN SOUTH
I-40 & Briley Parkway 615-367-9202
SPECIAL RATES: $31 Single / $40 Double

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Come see the small jack with a ball screw at Booth 333 while you attend SBCA/STTI at Nashville. Only FECO has the capability to manufacture this outstanding product.

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Glendale, CA 91206

TEL 818-952-0463
TLX 650-274-8234

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Best Reception Systems
Knoxville, TN (615)523-4913
N.LittleRock, AR (501)771-2770
Chattanooga, TN (615)894-9555

Cain & Bultman, Inc.
Salem, VA (703)387-0062

Consumer Satellite Systems
Noblesville, IN (317)845-4400
Evansville, IN (812)424-5882
Hillard, OH (614)771-9911
Peoria, IL (309)692-4630
Lexington, KY (606)263-5058

Earth Terminal TV Ltd.
Bow, NH (800)433-4030
Bangor, ME (800)535-8889

First Carolina Satellite
Garner, NC (919)779-0273

QDI, Inc.
Tempe, AZ (602)438-8880
Denver, CO (303)371-1996
Albuquerque, NM (505)345-7952
Tucson, AZ (602)795-9560

RS&I
Idaho Falls, ID (208)523-5721
Merced, CA (209)383-2700
Tacoma, WA (206)922-8903
Carona, CA (714)272-8900

Satellite Earth Stations
Covington, LA (504)893-4514
Mamow, LA (318)468-2203
Macon, GA (912)743-9099
Orlando, FL (407)843-0272

Satellite Receivers Ltd.
Green Bay, WI (414)432-5777
Charlotte, MI (517)543-5656

Starcom Distributing
Oklahoma City, OK (405)672-9617
Mission,TX (512)581-2785
Big Spring, TX (915)263-1281
Arlington, TX (817)640-1121
Houston, TX (713)675-7003
SanAntonio, TX (512)650-3291

Tee-Comm Distribution
Catskill, NY (518)678-9581
Tonawanda, NY (716)875-7500
Altoona, PA (814)942-5003

Warren Supply Co.
Lenexa, KS (913)541-8024
SiouxFalls, SD (605)336-1830
Omaha, NE (402)592-3533

Turn on the POWER of TOSHIBA

TOSHIBA AUTHORIZED DEALER REGISTRATION

Register as an authorized Toshiba Dealer and you will join an elite group that benefits from the helping hand of the friendly electronics giant, Toshiba.

THAT'S THE POWER OF TOSHIBA!

$100.00 DISCOUNT COUPON

To aid in setting up your store display, Toshiba is extending an **$100.00 discount coupon** toward the purchase of a TDX-100 or TRX-80 Satellite Receiver.

THAT'S THE POWER OF TOSHIBA!

CONSUMER LEADS DIRECT TO YOU

Authorized Dealers will receive consumer leads generated by Toshiba's national advertising through the Action-Response System. Within 48 hours of receipt Toshiba will electronically transmit qualified leads directly to you.

THAT'S THE POWER OF TOSHIBA!

TOSHIBA STORE DISPLAY KIT

Authorized Toshiba Dealers will receive a complete store display kit, **FREE!** Build your sales with a large outdoor banner, consumer literature and stand, a certificate for your showroom, ad slicks and co-ad dollars to help pay for advertising.

THAT'S THE POWER OF TOSHIBA!

TURN ON THE POWER OF TOSHIBA

Toshiba wants to help you turn on the power. Don't be left out. Register with your Authorized Toshiba Distributor today!

THAT'S THE POWER OF TOSHIBA!

TOSHIBA

PRIZES GALORE—AND YOU MAY BE THE WINNER! BUT YOU MUST BE PRESENT AT THE SHOW TO WIN!

ASP ((ADVANCED SCIENTIFIC PROD.)
BOOTH #120
BMS 70 TI Filter

BELLIS ELECTRONICS
BOOTHS #426, 327, 325 & 424
Various Prizes

CALIFORNIA AMPLIFIER
BOOTHS #102 & 104
Various Microwave Products

CHAPARRAL COMMUNICATION
BOOTH #561, 417, 416, 317, 518, 520, 522, 419, 421, 423, 418, 420, 422, 319, 321, 323
Various Prizes

DYNAMAR CORPORATION
BOOTH #534
Antenna Covers

EARTH TERMINAL TV, LTD.
BOOTHS #213 & 312
Various Prizes

ECHOSPHERE CORPORATION
BOOTHS #216, 117, 226, 127, 218, 220 222, 224, 119, 121, 123 & 125
Various Prizes

GARDINER COMMUNICATIONS
BOOTH #138
LNA's & LNB's

GENERAL INSTRUMENT
BOOTHS #644, 545, 544, 445, 646, 648, 650, 652, 547, 549, 551, 553, 546, 548, 550, 552, 447, 449, 451, 453
Various Prizes

ORBITRON
BOOTHS #612, 513, 610 & 511
10' Antenna

PARABOLIC EAST, INC.
BOOTHS #340, 241, 338 & 239
10' Antenna W/Horizon to Horizon Mount

PAULLIN INDUSTRIES, INC.
BOOTHS #110 & 112
One Quick Base

PHANTOM ENGINEERING, INC.
BOOTHS #527 & 626
Various Prizes

PRODELIN CORPORATION
BOOTHS #347, 349 & 351
1.2 Meter KU Antenna W/Non-Penetrating Roof Mount

SATURN DISTRIBUTING
BOOTHS #145, 244, 246 & 147
IRD, Scanner, Radar Detector & CB

SIGNAL SOURCES
BOOTHS #508 & 510
Various Prizes

SUN SATELLITE
BOOTHS #141 & 240
1 IRD Receiver

TEE-COMM ELECRONICS
BOOTHS #131, 230, 232, 234, 236, 238, 133, 135, 137 & 139
Various Prizes

TEMPO ENTERPRISES
BOOTH #337
Various Prizes

THOMSON SAGINAW BALL SCREW CO.
BOOTHS #235 & 237
Various Prizes

UNIVERSAL ANTENNA MFG.
BOOTHS #330, 231, 332 & 233
10' Antenna

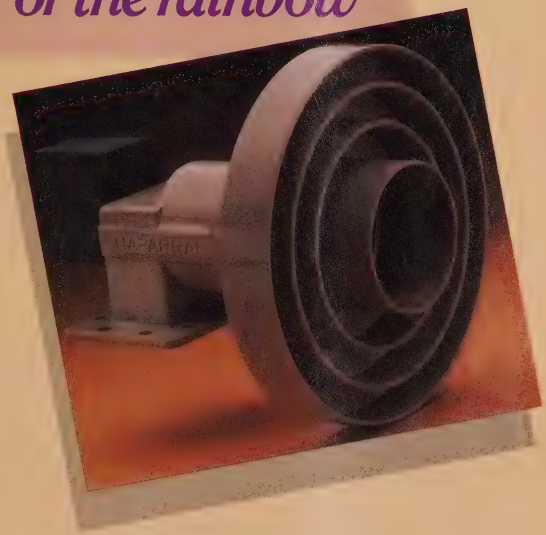
UPWARD VISION ASSOCIATES, INC.
BOOTH #108
2 Actuators

CHECK AT THE SHOW'S MESSAGE CENTER FOR NAMES OF PRIZE WINNERS!

Welcome to

CHAPARRAL'S 2 Millionth SPECTACULAR

The beginning of the rainbow



WIN! Win these incredible prizes in celebration of the 2 Millionth feed from Chaparral:

WIN! *The Grand Prize:*
TAHITI CRUISE. Win an all-expenses-paid, one-week cruise for two in the exotic wonderland of Tahiti!

WIN! *3 First Prizes:*
SUPER BOWL WEEKEND. Win an all-expenses-paid, blow-out weekend for two in New Orleans for Super Bowl XXIII!

WIN! *5 Second Prizes:*
VCR/CAMCORDER. Win a top-of-the-line VCR/Camcorder combination, and record all your good times with this fantastic prize!

WIN! *10 Third Prizes:*
THE SIERRA III. Win the most powerful IR/D on the market–The Sierra III receiver/descrambler, the ultimate prize for satellite professionals!

For more information on this exciting spectacular, contact Chaparral Communications (408) 435-1530

CHAPARRAL COMMUNICATIONS

2450 N. First St., San Jose, CA 95131 (408) 435-1530

SBCA National Satellite Month Promotion

"A Universe of Entertainment"

ATTENTION DEALERS!

Announcing the Satellite Broadcasting and Communications Association's Industry-Wide Promotional Campaign For The Month of October

A Public Relations and Marketing Campaign Designed To:

- *Excite Consumers About The Tremendous Value Satellite Systems Provide*
- *Increase Your Equipment and Program Sales*

How?

By joining us in this promotion, we will provide you the materials to spread the word about the wonders of satellite television and the special offers available during the month of October. Thus far, free and discounted programming along with purchase premiums and special equipment offers are being provided by participating companies.

The Cost To You??

All we ask is that you use the materials that we provide to you, free of charge, and help us help you boost sales in October and beyond!

YES! Please place me on SBCA's mailing list to receive information about National Satellite Month.

(PLEASE PRINT)

Name_____

Company Name_____

Address_____

City_____ **State**_____ **Zip**_____

Phone_____

Please return this form to:

SBCA
ATTN: Margaret Parone
300 North Washington Street, Suite 208
Alexandria, VA 22314

703-549-6990

BEAUTIFUL AND TALENTED JANIE FRICKE TO STAR AT SBCA BANQUET

(Courtesy of Home Box Office)

Tuesday Evening, September 6, 1988
OPRYLAND HOTEL
NASHVILLE, TENNESSEE

Perky and beautiful can well describe **Janie Fricke**, but she's a whole lot more than that. We first saw Janie in a lead-in performance for Rodney Dangerfield at The Caesar's Palace in Las Vegas and what a night that was! She held the audience in the palm of her hand with her effervescent personality and star talent. It was a memorable evening for which we're excitedly anticipating a repeat at the SBCA Banquet!

Having permanently established herself as one of Nashville's most versatile recording artists, Janie Fricke's unmistakable vocal style has accounted for six #1 singles, eight top-fives and four top-tens. In addition, **she has twice won the "Female Vocalist of the Year" award from both the Country Music Association and Music City News.**

Janie's climb to the top of country music began in the American heartland on a 400-acre farm near South Whitney, Indiana. She went away to college in the mid-60's, where Janie found a strong following, singing in coffee houses near the campus of Indiana University. Janie hit the road after graduation, traveling to Dallas, Los Angeles and Memphis looking for work in recording studios. She finally landed a job in Nashville in 1975 and within two years had become the most in-demand backup jingle singer in Music City. In that role, Janie has been featured on such national commercials as United Airlines, McDonald's, General Electric, Stroh's Beer and Ford.

She was also recruited to sing backup in recording sessions with such performers as Elvis, Crystal Gayle, Ronnie Milsap, Charlie Pride, England Dan and John Ford Coley, and Johnny Duncan. Duncan, who liked what he had been hearing, asked her to sing a featured part on his recording of "Stranger". The record shot to #1. Billy Sherrill, Duncan's producer, brought her to the attention of Columbia Record executives who quickly signed her to a recording contract. **Billboard** and **Cashbox** named her their **"Top New Female Vocalist"**. In '78 and '79, she was nominated by the CMA for **"Female Vocalist of the Year"**. She was also selected by **Music City News** as **"Best New Female Vocalist of the Year"** in 1979 and in 1982 **Music City News** named her **"The Female Vocalist of the Year"**.

Her albums have included: SINGER OF SONGS, LOVE NOTES, FROM THE HEART, I'LL NEED SOMEONE TO HOLD ME WHEN I CRY ("Down To My Last Broken Heart" and "Don't Worry 'Bout Me, Baby"), IT AIN'T EASY (**her first CMA "Album of the Year"**), GREATEST HITS, LOVE LIES (including #1 single "Let's Stop Talking About It" and "If The Fall Don't Get You"), THE FIRST WORD IN MEMORY ("She's Single Again"), SOMEBODY ELSE'S FIRE and THE VERY BEST OF JANIE FRICKE.

The 80's proved busy and successful for Janie: Following a GREATEST HITS album, she appeared on a television special. As a result of her show-stealing performance, Janie starred in her own two-hour, prime-time special, "Janie Fricke, You Ought To Be In Pictures".

Although stardom has placed definite demands on her time, Janie says, "I'm enjoying it." Randy Jackson, her husband and manager, she says, puts it in prospective for her: "I'm one of the lucky people who get to sing for a living and — he's right — I am very lucky."

Now, the sophistication of her latest album AFTER MIDNIGHT and her current video "From Time to Time" (with Larry Gatlin) illustrates just what a lucky lady she is. And so are we to have her!

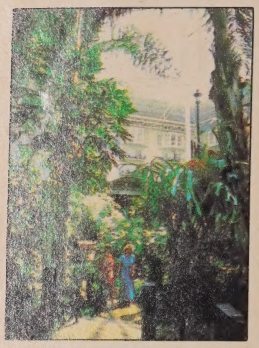
For Banquet reservations, please call SBCA at 703-549-6990.

DON'T MISS
THE SBCA/STTI NASHVILLE SHOW '88!

This is our sixth year back at The Opryland Hotel in Nashville because you as an industry demand it! It is a proven sales/buying success area, it's convention facilities are extraordinary, it's beautiful, it's hospitable and it's fun! It's an unexcelled location for business as well as family entertainment!

The Dates to Remember: September 5-6-7, 1988!

Call National Satellite Shows of America, 1-800-654-9276 (702-367-1471), for details!



"A Walk Through The Conservatory!"

"The Gentile Charm of Opryland!"

"Basking By The Opryland Pool!"

"Busy Days On The Floor!"

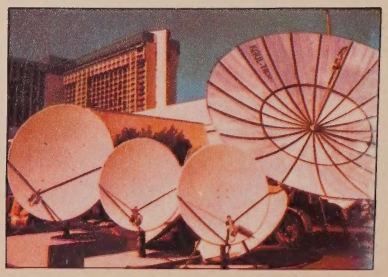
"Spectacular Shows!"

"Opryland's Gone With The Wind Atmosphere!"

"Hee-Haw At Nashville Show!"

"On-Site Registration!"

"Floating Down The Cumberland On General Jackson!"



"Antenna Farm"

"RV Sat Dish Roof Mount"

HBO's Flex-Pak Bonus

To your customers it's more choice.

If you want more people to buy satellite systems, give them more reason to buy. That's the idea behind HBO's Flex-Pak.

It offers more of the programming choice and value that people want. You can customize the package so your customers pay only for the services they want most—and only for scrambled services. There's no need to pay for services that are not scrambled.

In addition to HBO® and Cinemax,® Flex-Pak offers: ESPN,* CNN and Headline News, USA Network, CBN Cable Network, and Superstations WWOR, WSBK, and KTLA.** Your customer pays considerably less than it would cost to subscribe to them separately.

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To you it's more customers.

While you're building customer traffic and new business, you could also earn a rebate of up to $80, depending on the Flex-Pak tier you sell. Call 1-800-HBO-DISH for details.

Start today and both you and your customers will profit with HBO's Flex-Pak.

HBO cinemax FlexPak

The choice that makes sense.

Flex-Pak Rebate

Service Sold	Rebate Awarded
HBO and Cinemax	$50
plus Tier 1	$50
plus Tier 2	$55
plus Tier 3	$60
plus Tier 4	$65
plus Tier 5	$70
plus Tier 6	$75
plus Tier 7	$80

*Certain ESPN events subject to local blackout.

**CNN and Headline News count as one tier and must be purchased together. USA Network can only be purchased with at least one other satellite service. Superstations WWOR, WSBK, and KTLA count as three tiers and must be purchased together.

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